

|                                 |  |                               |                         |
|---------------------------------|--|-------------------------------|-------------------------|
| <i>SERFF Tracking Number:</i>   | <i>UHLC-126217238</i>                                      | <i>State:</i>                 | <i>Arkansas</i>         |
| <i>Filing Company:</i>          | <i>UnitedHealthcare Insurance Company</i>                  | <i>State Tracking Number:</i> | <i>42838</i>            |
| <i>Company Tracking Number:</i> | <i>TV250</i>   |                               |                         |
| <i>TOI:</i>                     | <i>MS05G Group Medicare Supplement - Standard Sub-TOI:</i> |                               | <i>MS05G.001 Plan A</i> |
|                                 | <i>Plans</i>   |                               |                         |
| <i>Product Name:</i>            | <i>Medicare Supplement</i>                                 |                               |                         |
| <i>Project Name/Number:</i>     | <i>DRTV Scripts/TV250</i>                                  |                               |                         |

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Medicare Supplement

SERFF Tr Num: UHLC-126217238 State: ArkansasLH

TOI: MS05G Group Medicare Supplement -  
Standard Plans

SERFF Status: Closed

State Tr Num: 42838

Sub-TOI: MS05G.001 Plan A

Co Tr Num: TV250

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Tammy Frederick

Disposition Date: 08/05/2009

Date Submitted: 07/07/2009

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: DRTV Scripts

Status of Filing in Domicile: Pending

Project Number: TV250

Date Approved in Domicile:

Requested Filing Mode: File & Use

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Group

Submission Type: New Submission

Group Market Size: Large

Overall Rate Impact:

Group Market Type: Association

Filing Status Changed: 08/05/2009

Explanation for Other Group Market Type:

State Status Changed: 08/05/2009

Deemer Date:

Corresponding Filing Tracking Number: TV250

Filing Description:

Method of Marketing: Television Commercials

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. This advertising is new and does not replace any material previously submitted to the Department.

SERFF Tracking Number: UHLC-126217238 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 42838  
Company Tracking Number: TV250  
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans  
Product Name: Medicare Supplement  
Project Name/Number: DRTV Scripts/TV250

These advertising commercials are invitations to inquire that will begin airing in 4th quarter 2009. The Policy Form Number GRP79171 GPS-1 will appear in the disclaimer paragraph on the attached television scripts. We have enclosed the scripts for your information. Please note that the component number of each advertisement will appear in the bottom left hand corner of the first screen.

We trust the enclosed forms are in order and look forward to your prompt acknowledgment of this filing. If you have any further questions you can contact me at 215/902-8444. If you prefer, you may also send a facsimile to me at Fax: 215/902-8813 or send an email to Susan\_J\_Cipollo@uhc.com.

## Company and Contact

### Filing Contact Information

Susan Cipollo, Director Susan\_J\_Cipollo@uhc.com  
680 Blair Mill Rd. (215) 902-8444 [Phone]  
Horsham, PA 19044 (215) 902-8813[FAX]

### Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut  
450 Columbus Boulevard Group Code: 707 Company Type: Life and Health  
PO Box 150450  
Hartford, CT 06115-0450 Group Name: State ID Number:  
(860) 702-5000 ext. [Phone] FEIN Number: 36-2739571  
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## Filing Fees

Fee Required? Yes  
Fee Amount: \$400.00  
Retaliatory? No  
Fee Explanation: 25.00 Per form. 16 forms  
Per Company: No

| COMPANY                            | AMOUNT   | DATE PROCESSED | TRANSACTION # |
|------------------------------------|----------|----------------|---------------|
| UnitedHealthcare Insurance Company | \$400.00 | 07/07/2009     | 29019889      |

*SERFF Tracking Number:* UHLC-126217238 *State:* Arkansas  
*Filing Company:* UnitedHealthcare Insurance Company *State Tracking Number:* 42838  
*Company Tracking Number:* TV250  
*TOI:* MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans  
*Product Name:* Medicare Supplement  
*Project Name/Number:* DRTV Scripts/TV250

## Correspondence Summary

### Dispositions

| <b>Status</b> | <b>Created By</b> | <b>Created On</b> | <b>Date Submitted</b> |
|---------------|-------------------|-------------------|-----------------------|
| Filed         | Stephanie Fowler  | 08/05/2009        | 08/05/2009            |

|                          |  |                        |                  |
|--------------------------|--|------------------------|------------------|
| SERFF Tracking Number:   | UHLC-126217238                             | State:                 | Arkansas         |
| Filing Company:          | UnitedHealthcare Insurance Company         | State Tracking Number: | 42838            |
| Company Tracking Number: | TV250                                      |                        |                  |
| TOI:                     | MS05G Group Medicare Supplement - Standard | Sub-TOI:               | MS05G.001 Plan A |
|                          | Plans                                      |                        |                  |
| Product Name:            | Medicare Supplement                        |                        |                  |
| Project Name/Number:     | DRTV Scripts/TV250                         |                        |                  |

## Disposition

Disposition Date: 08/05/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-126217238 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 42838

Company Tracking Number: TV250

TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans

Product Name: Medicare Supplement

Project Name/Number: DRTV Scripts/TV250

| Item Type | Item Name   | Item Status | Public Access |
|-----------|-------------|-------------|---------------|
| Form      | DRTV Script | Filed       | Yes           |
| Form      | DRTV Script | Filed       | Yes           |
| Form      | DRTV Script | Filed       | Yes           |
| Form      | DRTV Script | Filed       | Yes           |
| Form      | DRTV Script | Filed       | Yes           |
| Form      | DRTV Script | Filed       | Yes           |
| Form      | DRTV Script | Filed       | Yes           |
| Form      | DRTV Script | Filed       | Yes           |
| Form      | DRTV Script | Filed       | Yes           |
| Form      | DRTV Script | Filed       | Yes           |
| Form      | DRTV Script | Filed       | Yes           |
| Form      | DRTV Script | Filed       | Yes           |
| Form      | DRTV Script | Filed       | Yes           |
| Form      | DRTV Script | Filed       | Yes           |
| Form      | DRTV Script | Filed       | Yes           |
| Form      | DRTV Script | Filed       | Yes           |

SERFF Tracking Number: UHLC-126217238 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 42838

Company Tracking Number: TV250

TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans

Product Name: Medicare Supplement

Project Name/Number: DRTV Scripts/TV250

## Form Schedule

Lead Form Number: TV250

| Review Status | Form Number | Form Type   | Form Name   | Action  | Action Specific Data | Readability | Attachment  |
|---------------|-------------|-------------|-------------|---------|----------------------|-------------|-------------|
| Filed         | TV250       | Advertising | DRTV Script | Initial |                      |             | TV250.pdf   |
| Filed         | TV251       | Advertising | DRTV Script | Initial |                      |             | TV251.pdf   |
| Filed         | TV252       | Advertising | DRTV Script | Initial |                      |             | TV252.pdf   |
| Filed         | TV253       | Advertising | DRTV Script | Initial |                      |             | TV253.pdf   |
| Filed         | TV254       | Advertising | DRTV Script | Initial |                      |             | TV254.pdf   |
| Filed         | TV255       | Advertising | DRTV Script | Initial |                      |             | TV255.pdf   |
| Filed         | TV256       | Advertising | DRTV Script | Initial |                      |             | TV256.pdf   |
| Filed         | TV257       | Advertising | DRTV Script | Initial |                      |             | TV257.pdf   |
| Filed         | TV258       | Advertising | DRTV Script | Initial |                      |             | TV258.pdf   |
| Filed         | TV263ST     | Advertising | DRTV Script | Initial |                      |             | TV263ST.pdf |
| Filed         | TV264ST     | Advertising | DRTV Script | Initial |                      |             | TV264ST.pdf |
| Filed         | TV265ST     | Advertising | DRTV Script | Initial |                      |             | TV265ST.pdf |
| Filed         | TV266ST     | Advertising | DRTV Script | Initial |                      |             | TV266ST.pdf |
| Filed         | TV267ST     | Advertising | DRTV Script | Initial |                      |             | TV267ST.pdf |
| Filed         | TV268ST     | Advertising | DRTV Script | Initial |                      |             | TV268ST.pdf |
| Filed         | TV269ST     | Advertising | DRTV Script | Initial |                      |             | TV269ST.pdf |

## TELEVISION SCRIPT

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare                   |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | "Finish The Thought"               |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6-16-09                            |

Page 1 of 5

### VIDEO

### AUDIO

1. Open on Actor 1 speaking to camera. **Actor 1:** Let me tell you about a very important phone call I made.

**SUPER:**

Call for a free guide  
1-8XX-XXX-XXXX  
(hold throughout)

**Component Code:** TV250

2. Actor 1 speaking to camera.  
Medicare card appears. When I got my Medicare card...
3. Actor 1 speaking to camera.  
Medicare card morphs into [AARP Medicare Supplement card-UPDATED]. **Actor 1:** I realized I needed an AARP Medicare Supplement Insurance card, too.
4. **SUPER:**  
Medicare only pays up to 80% of Part B expenses **AVO:**  
Medicare is one of the great things about turning 65, but it doesn't cover everything.  
In fact, it only pays up to 80% of your Part B expenses.
5. Cut to [AARP Medicare Supplement card-UPDATED]. **AVO:**  
If you're already on, or eligible for Medicare, call now to find out how an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company,
- LEGAL:**  
**This is a solicitation of insurance.**  
**An agent may contact you.**

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

**Component Code:** TV250

## TELEVISION SCRIPT

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare                   |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | "Finish The Thought"               |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6-16-09                            |

Page 2 of 5

### VIDEO

6. **SUPER:** Medicare Supplement Insurance helps pay up to 20% of Medicare Part B expenses

**LEGAL:** Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). Policy Form Number GRP 79171 GPS-1 (G-36000-4).

7. **SUPER:** Medicare Supplement Insurance helps you save up to thousands of dollars\*

(TTY: XXX)  
1-8XX-XXX-XXXX

**LEGAL:** \*Medicare Payment Advisory Commission (MedPAC) A *Data Book: Healthcare spending and the Medicare Program*, June 2008.  
<[http://www.medpac.gov/documents/Jun08DataBook\\_Entire\\_report.pdf](http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf)>  
(15 Jan, 2009) p. 63,65

### AUDIO

**AVO:**  
helps cover some of the medical expenses not paid by Medicare Part B.

That can save you up to thousands of dollars.



## TELEVISION SCRIPT

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare                   |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | "Finish The Thought"               |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6-16-09                            |

Page 3 of 5

### VIDEO

### AUDIO

8. **SUPER:** The Medicare Supplement Plans      These are the only Medicare supplement insurance plans

Call for a free guide  
1-8XX-XXX-XXXX

#### **LEGAL:**

The AARP Medicare Supplement Insurance plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

9. **SUPER:**      ...exclusively endorsed by AARP.  
The Medicare Supplement Plans  
endorsed by AARP®

10. Information kit appears.      When you call now...  
AARP Medicare Supplement Plans  
(logo)  
**CHECKBOX:** call now

## TELEVISION SCRIPT

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare                   |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | "Finish The Thought"               |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6-16-09                            |

Page 4 of 5

### VIDEO

### AUDIO

11. The Medicare Basics guide replaces the information kit onscreen.

**SUPER:** Get a FREE guide to understanding Medicare

**LEGAL (some in bold): Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.** All plans may not be available in your state/area.

you'll get this free information kit and guide to understanding Medicare.

12. Cut to Actor 1 speaking to camera.  
**CHECKBOX:** keep my own doctor and hospital that accepts Medicare

**Actor 1:** I can keep my own doctor and choose my own hospital.

13. Cut to Actor 2 speaking to camera.  
**CHECKBOX:** no referrals

**Actor 2:** and I don't need a referral to see a specialist.

**LEGAL:**  
AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

## TELEVISION SCRIPT

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare                   |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | "Finish The Thought"               |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6-16-09                            |

Page 5 of 5

### VIDEO

14. Field of red fades in.

**SUPER:** Get a FREE guide to understanding Medicare

**SUPER:** Insured by  
UnitedHealthcare Insurance Company

**SUPER:** CALL NOW  
AARP Medicare Supplement  
Insurance Plans(logo)

### LEGAL:

In some states, plans may be available to persons eligible for Medicare by reason of disability. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

**Component Code:** TV250

### AUDIO

**AVO:** Get a card that lets you keep your own doctor and hospital that accepts Medicare and helps pay for what Medicare doesn't. Call the number on your screen now to get your free information kit and guide to understanding Medicare.

## TELEVISION SCRIPT

JOB # UHADMS60004

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | Finish the Thought            |
| CODE    |                               |
| LENGTH  | :120 REVISED                  |
| DATE    | 7-6-09                        |

Page 1

### VIDEO

### AUDIO

- |  |  |
|--|--|
| 1. Open on Actor 1 speaking to camera.   | <b>Actor 1:</b> Let me tell you about a very important phone call I made.  |
| <b>SUPER:</b><br>Call for a free guide<br>1-8XX-XXX-XXXX<br>(hold throughout)  |  |
| <b>Component Code:</b> TV251   |  |
| 2. Actor 1 speaking to camera.<br>Medicare card appears.   | When I got my Medicare card...   |
| 3. Actor 1 speaking to camera.<br>Medicare card morphs into [AARP<br>Medicare Supplement card-<br>UPDATED].  | <b>Actor 1:</b> I realized I needed an AARP Medicare Supplement<br>Insurance card too.   |
| 4. <b>SUPER:</b><br>Medicare only pays up to 80% of<br>Part B expenses   | <b>AVO:</b><br>Medicare is one of the great things about turning 65, but it doesn't<br>cover everything.<br>In fact, it only pays up to 80% of your Part B expenses.                     |
| 5. Cut to [AARP Medicare Supplement<br>card-UPDATED].  | <b>AVO:</b><br>If you're already on, or eligible for Medicare,<br>call now to find out how an AARP Medicare Supplement<br>Insurance Plan, insured by UnitedHealthcare Insurance Company, |
| <b>LEGAL:</b><br><b>This is a solicitation of insurance.</b><br><b>An agent may contact you.</b>   |  |
| AARP and its affiliate are not<br>insurance agencies or carriers and do<br>not employ or endorse insurance<br>agents, brokers, representatives or<br>advisors. |  |

## TELEVISION SCRIPT

JOB # UHADMS60004

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | Finish the Thought            |
| CODE    |                               |
| LENGTH  | :120 REVISED                  |
| DATE    | 7-6-09                        |

Page 2

### VIDEO

### AUDIO

6. **SUPER:** Medicare Supplement Insurance helps pay up to 20% of Medicare Part B expenses

**LEGAL:** Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). Policy Form Number GRP 79171 GPS-1 (G-36000-4).

7. **SUPER:** Medicare Supplement Insurance helps you
8. **SUPER:** save up to thousands of dollars in out-of-pocket costs\*

(TTY: XXX)  
1-8XX-XXX-XXXX

**LEGAL:** \*Medicare Payment Advisory Commission (MedPAC) *A Data Book: Healthcare spending and the Medicare Program*, June 2008. [http://www.medpac.gov/documents/Jun08DataBook\\_Entire\\_report.pdf](http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf) (15 Jan, 2009) p. 63,65

helps cover some of the medical expenses not paid by Medicare Part B.

That can save you from paying up to thousands of dollars out of your own pocket.

**TELEVISION SCRIPT**

JOB # UHADMS60004

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | Finish the Thought            |
| CODE    |                               |
| LENGTH  | :120 REVISED                  |
| DATE    | 7-6-09                        |

Page 3

| VIDEO   | AUDIO  |
|---|--|
| <p>9. <b>SUPER:</b><br/>The Medicare Supplement Plans<br/>Call for a free guide<br/>1-8XX-XXX-XXXX</p> <p><b>LEGAL:</b><br/>The AARP Medicare Supplement Insurance plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.</p> | <p>These are the only Medicare supplement insurance plans...</p>           |
| <p>10. <b>SUPER:</b><br/>The Medicare Supplement Plans endorsed by AARP®</p>  | <p>exclusively endorsed by AARP.</p>                                       |
| <p>11. AARP Medicare Supplement Plans (logo)<br/><b>CHECKBOX:</b> call now</p>  | <p>When you call now...</p>  |
| <p>12. Information kit appears.<br/><b>CHECKBOX:</b> for a free information kit</p> <p><b>LEGAL (some in bold): Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.</b> All plans may not be available in your state/area.</p>   | <p>you'll get this free information kit with all you need to enroll...</p> |

# TELEVISION SCRIPT

JOB # UHADMS60004

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | Finish the Thought            |
| CODE    |                               |
| LENGTH  | :120 REVISED                  |
| DATE    | 7-6-09                        |

Page 4

| VIDEO  | AUDIO   |
|--|---|
| <p>13. Information kit contents fan out.<br/> <b>CHECKBOX:</b> 2.8 million insured members</p> <p><b>LEGAL:</b> Based on [2008] UnitedHealthcare Insurance Company Internal Data.<br/> <a href="https://www.aarphealthcare.com/statistics">https://www.aarphealthcare.com/statistics</a></p> | <p>so you can join the millions of people who have already put their trust in AARP Medicare Supplement Insurance.</p> |
| <p>14. <b>SUPER:</b> Get a FREE guide to understanding Medicare</p>  | <p>Plus, you'll get this free guide to understanding Medicare.</p>  |
| <p>15. Cut to Actor 3 speaking to camera.<br/> <b>CHECKBOX:</b> competitively priced</p>   | <p><b>Actor 3:</b> The prices are competitive...</p>  |
| <p>16. Cut to Actor 1 speaking to camera.<br/> <b>CHECKBOX:</b> keep my own doctor that accepts Medicare</p>   | <p><b>Actor 1:</b> I can keep my own doctor ...</p>   |
| <p>17. Cut to Actor 2 speaking to camera.<br/> <b>CHECKBOX:</b> no referrals</p>   | <p><b>Actor 2:</b> and I don't need a referral to see a specialist.</p>   |
| <p>18. <b>SUPER:</b> You don't have to be an AARP member to Call now!</p> <p><b>LEGAL:</b> This is a group Medicare Supplement policy and you must be an AARP member to purchase this product.</p>   | <p><b>AVO:</b> Call now...<br/> to get a free information kit...</p>  |

# TELEVISION SCRIPT

JOB # UHADMS60004

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | Finish the Thought            |
| CODE    |                               |
| LENGTH  | :120 REVISED                  |
| DATE    | 7-6-09                        |

Page 5

| VIDEO  | AUDIO  |
|--|--|
| <p>19. The Medicare Guide slides into frame.</p> <p><b>SUPER:</b> Get a FREE guide to understanding Medicare.</p> <p><b>LEGAL:</b> AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.</p> | <p>plus you'll get this free guide to understanding Medicare. And the advantages don't end there.</p>  |
| <p>20. <b>CHECKBOX:</b> a range of plans<br/><b>CHECKBOX:</b> competitively priced</p>   | <p>Choose from a range of Medicare Supplement plans that are all competitively priced. We have a plan for almost everyone, so you could find one that fits your needs and budget.</p>                      |
| <p>21. <b>CHECKBOX:</b> virtually no claim forms<br/><b>CHECKBOX:</b> the only Medicare supplement plans endorsed by AARP</p>  | <p>There are virtually no claim forms to fill out. Plus you can keep your own doctor and hospital that accepts Medicare. And best of all, they're the only Medicare supplement plans endorsed by AARP.</p> |
| <p>22. Cut to Actor 2 speaking to camera.</p>  | <p><b>Actor 2:</b> When they told me these plans were endorsed by AARP...</p>  |
| <p>23. Cut to Actor 3 speaking to camera.</p>  | <p><b>Actor 3:</b> I had only one thing to say...</p>  |
| <p>24. Cut to Actor 1 speaking to camera.</p>  | <p><b>Actor 1:</b> sign me up.</p>   |



## TELEVISION SCRIPT

JOB # UHADMS60004

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | Finish the Thought            |
| CODE    |                               |
| LENGTH  | :120 REVISED                  |
| DATE    | 7-6-09                        |

Page 6

| VIDEO  | AUDIO  |
|--|--|
| <p>25. Field of red fades in.</p> <p><b>SUPER:</b> Medicare Supplement Insurance<br/>Call now to find out more!</p> <p>(TTY: XXX)<br/><b>LEGAL:</b><br/>In some states, plans may be available to persons eligible for Medicare by reason of disability. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p> | <p><b>AVO:</b> Call the number on your screen now and find out about an AARP Medicare Supplement Insurance Plan.</p>   |
| <p>26. <b>SUPER:</b> Insured by UnitedHealthcare Insurance Company<br/><b>SUPER:</b> Get a FREE guide to understanding Medicare</p>  | <p>You'll get this free information kit and guide to understanding Medicare, to help you choose the plan that's right for you.</p>   |
| <p>27. <b>SUPER:</b> CALL NOW<br/>1-8XX-XXX-XXXX</p> <p>AARP Medicare Supplement Plans (logo)</p> <p><b>CODE:</b> TV251</p>  | <p>Get a card that lets you keep your own doctor and hospital that accepts Medicare, helps pay for what Medicare doesn't, and can save you up to thousands of dollars. Call the number on your screen now.</p> |

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP                          |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great" REVISED   |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/16/09, JM/MM                |

Page 1

### VIDEO

### AUDIO

1. Open on spokesperson holding [card]. He speaks to camera in environment.

**SUPER:**

Call for a free guide

1-XXX-XXX-XXXX

TTY #: XXX

(Hold #/offer as much as possible)

(Rotate super: Apply anytime)

AARP Medicare Supplement  
Insurance Plans(logo)

**SFX:** Music under throughout.

**MAN:**

THIS is the AARP Medicare Supplement Insurance Plan card.

**Component Code:** TV252

2. CU Announcer.
3. Transition with card to man who is now in a theater.
4. CU of AARP Medicare Supplement Insurance Plan Card

Wherever you go...

...NATIONWIDE... your coverage travels with you.

**ANNCR:**

And that's just ONE of the MANY reasons you need a card like

**SUPER:**

Insured by UnitedHealthcare  
Insurance Company

this. With Medicare Supplement Insurance Plans,

**LEGAL:**

**This is a solicitation of insurance.**

**An agent may contact you.**

AARP and its affiliate are not  
insurance agencies or carriers and do  
not employ or endorse insurance  
agents, brokers, representatives or  
advisors.

CODE: TV252

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP                          |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great" REVISED   |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/16/09, JM/MM                |

Page 2

### VIDEO

### AUDIO

- 
- |    |   |  |
|----|---|--|
| 5. | <p>SUPER:<br/>Range of plans<br/>Keep your own doctor<br/>Nationwide coverage</p> <p>LEGAL:<br/>In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.</p> | <p>you can choose from a range of plans...</p> <p>keep your relationship with your own doctor that accepts Medicare...</p> <p>and feel secure with coverage that travels nationwide.</p> |
| 6. | <p>Show kit.</p> <p>SUPER:<br/>Call now for a free kit</p> <p>LEGAL:<br/>Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p>  | <p>If you're turning 65 or older, OR you've already enrolled in a Medicare Supplement plan, call now for this free information kit and guide to understanding Medicare...</p>            |
| 7. | <p>New Kit</p> <p>LEGAL:<br/>Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents).</p>  | <p>...to help you navigate today's complex healthcare environment.</p>   |

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP                          |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great" REVISED   |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/16/09, JM/MM                |

Page 3

### VIDEO

### AUDIO

- 
- |    |   |  |
|----|---|--|
| 8. | Wooded scenery.<br><br>SUPER: AARP Medicare Supplement Insurance Plans (logo)<br><br>Based on XXXX UnitedHealthcare Insurance Company Internal Data.<br><a href="http://www.aarphealthcare.com/statistics">http://www.aarphealthcare.com/statistics</a><br><br>The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer. | Discover why these Medicare supplement insurance plans are the choice of millions of Americans and <u>exclusively</u> endorsed by AARP—an organization that's all about life after 50. AARP Medicare Supplement Plans—insured by UnitedHealthcare Insurance Company—help cover some of your medical expenses not paid by Medicare alone. |
| 9. | SUPER:<br>Save Up To Thousands of Dollars*<br><br>Choose Any Doctor Or Hospital That Accepts Medicare<br><br>Apply Year-Round<br><br>LEGAL: *Medicare Payment Advisory Commission (MedPAC). A <i>Data Book: Healthcare spending and the Medicare Program</i> , June 2008.<br><a href="http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf">http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf</a><br>(15 Jan, 2009) p. 63,65.  | This could save you up to thousands of dollars out of your own pocket. Plus you can choose any doctor or hospital in the U.S. that accepts Medicare...and apply anytime year-round. So call now.   |

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP                          |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great" REVISED   |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/16/09, JM/MM                |

Page 4

### VIDEO

### AUDIO

- 
- |   |  |
|---|--|
| 10. CU of Man.  | <b>MAN:</b>  |
| SUPER:<br>Virtually No Claim Forms<br>No Specialist Referrals   | Look, want to do away with almost all claim forms?<br><br>Like the sound of no referrals needed to see a specialist? |
| LEGAL:<br><b>Not connected with or endorsed by<br/>the U.S. Government or the<br/>Federal Medicare Program.</b> Policy<br>Form No. GRP 79171 GPS-1 (G-<br>36000-4). |  |
| 11. CU [card]   | You get all that, too.   |
| 12. Man golfing.  | <b>ANNCR:</b><br><br>Medicare supplement insurance is important.   |
| 13. Golf footage.   | And finding the right coverage for you can be really challenging.  |
| SUPER:<br>AARP Medicare Supplement Plans<br>(logo)  | That's why the legwork's been done for you.  |
| 14. Information kit and guide   | So feel great about making a smart, informed decision...and call   |
| SUPER: Call For Free Kit & Guide  | now to get your free information kit and guide to understanding  |
| LEGAL: AARP does not<br>recommend health related products,<br>services, insurance or programs.<br>You are strongly encouraged to<br>evaluate your needs.            | Medicare.  |

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP                          |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great" REVISED   |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/16/09, JM/MM                |

Page 5

### VIDEO

### AUDIO

- 
- |     |  |   |
|-----|--|---|
| 15. | He makes a transition and he's on the beach.<br>SUPER:<br>Full Range of Plans<br>Keep Your Own Doctor<br>Nationwide Coverage   | Discover a range of Medicare Supplement plans...<br><br>... that let you keep your relationship with your own doctor who accepts Medicare... and offers coverage that travels nationwide. |
| 16. | Spokesperson at the beach.<br>[card]<br><br>SUPER:<br>AARP Medicare Supplement Insurance Plans                                 | <b>MAN:</b><br><br>Yep... this is one <u>great</u> card.  |
| 17. | Information kit and guide<br><br>Call for a free guide<br>1-XXX-XXX-XXXX<br><br>AARP Medicare Supplement Insurance Plans(logo) | <b>AVO:</b> Call the number on your screen now for this free information kit and guide to understanding Medicare. Call the number on your screen now.                                     |

**Component Code:** TV252

## TELEVISION SCRIPT

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great"           |
| CODES   |                               |
| LENGTH  | :60                           |
| DATE    | 6/26/09                       |

Page 1 of 5

### VIDEO

### AUDIO

1. Open on spokesperson holding [card]. He speaks to camera in environment.

**SUPER:**

Call for a free guide

1-XXX-XXX-XXXX

TTY #: XXX

(Hold #/offer as much as possible)

(Rotate super: Apply anytime)

AARP Medicare Supplement  
Insurance Plans(logo)

**Component Code:** TV253

2. CU Announcer.

3. Transition with card to man who is now in a theater.

SFX: Music under throughout.

**MAN:**

THIS is the AARP Medicare Supplement Insurance Plan card.

Wherever you go...

...NATIONWIDE...your coverage travels with you.

Code: TV253

## TELEVISION SCRIPT

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great"           |
| CODES   |                               |
| LENGTH  | :60                           |
| DATE    | 6/26/09                       |

Page 2 of 5

| VIDEO   | AUDIO   |
|---|---|
| <p>4. CU of AARP Medicare Supplement Insurance Plan Card</p> <p>SUPER:<br/>Insured by UnitedHealthcare Insurance Company</p> <p>LEGAL:<br/><b>This is a solicitation of insurance. An agent may contact you.</b><br/>AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.</p> | <p><b>ANNCR:</b></p> <p>And that's just ONE of the MANY reasons you need a card like this. With Medicare Supplement Insurance Plans,</p>                                    |
| <p>5. SUPER:<br/>Range of plans<br/>Keep your own doctor</p> <p>LEGAL:<br/>In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.</p>  | <p>you can choose from a range of plans and keep your relationship with your own doctor that accepts Medicare.</p>  |
| <p>6. Show kit.</p> <p>SUPER:<br/>For People 65 and up</p> <p>LEGAL: Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p>  | <p>If you're turning 65 or older, OR you've already enrolled in a Medicare Supplement plan, call now for this free information kit and guide to understanding Medicare.</p> |



**TELEVISION SCRIPT**

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great"           |
| CODES   |                               |
| LENGTH  | :60                           |
| DATE    | 6/26/09                       |

Page 3 of 5

| VIDEO   | AUDIO  |
|---|--|
| <p>7. Wooded Scenery</p> <p>LEGAL:<br/>The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.</p>                           | <p>AARP Medicare Supplement Plans—insured by UnitedHealthcare Insurance Company—help cover some of your medical expenses not paid by Medicare alone.</p> |
| <p>8. SUPER:<br/>Save Up To Thousands of Dollars*</p> <p>LEGAL: *Medicare Payment Advisory Commission (MedPAC). <i>A Data Book: Healthcare spending and the Medicare Program</i>, June 2008. <a href="http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf">http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf</a> (15 Jan, 2009) p. 63,65.</p> | <p>This could save you up to thousands of dollars.</p>   |

## TELEVISION SCRIPT

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great"           |
| CODES   |                               |
| LENGTH  | :60                           |
| DATE    | 6/26/09                       |

Page 4 of 5

| VIDEO  | AUDIO  |
|--|--|
| <p>9. CU of Man.</p> <p>SUPER:<br/>Virtually No Claim Forms<br/>No Specialist Referrals</p> <p>LEGAL:<br/>Insured by UnitedHealthcare<br/>Insurance Company, Horsham, PA<br/>(UnitedHealthcare Insurance<br/>Company of New York, Islandia,<br/>NY for New York residents). <b>Not<br/>connected with or endorsed by the<br/>U.S. Government or the Federal<br/>Medicare Program.</b> Policy Form<br/>No. GRP 79171 GPS-1 (G-36000-4).</p> | <p><b>MAN:</b></p> <p>Look, want to do away with almost all claim forms?</p> <p>Like the sound of no referrals needed to see a specialist?</p> |
| <p>10. CU [card]</p>   | <p>You get all that too.</p>   |
| <p>11. SUPER: AARP Medicare<br/>Supplement Insurance Plans</p> <p>SUPER: Call For Free Kit &amp; Guide<br/>1-XXX-XXX-XXXX<br/>(TTY: XXX)</p> <p>LEGAL: AARP does not<br/>recommend health related products,<br/>services, insurance or programs.<br/>You are strongly encouraged to<br/>evaluate your needs.</p>   | <p><b>ANNCR:</b></p> <p>Call now to get your free information kit and guide to<br/>understanding Medicare.</p>                                 |

## TELEVISION SCRIPT

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great"           |
| CODES   |                               |
| LENGTH  | :60                           |
| DATE    | 6/26/09                       |

Page 5 of 5

| VIDEO  | AUDIO   |
|--|---|
| 12. Spokesperson at the beach.<br>[card]<br><br>SUPER:<br>AARP Medicare Supplement<br>Insurance Plans  | <b>MAN:</b><br><br>Yep... this is one <u>great</u> card.  |
| 13. Free Information Kit and Medicare<br>Guide<br><br>AARP Medicare Supplement<br>Insurance Plans(logo)<br><br><b>SUPER:</b> Call Now 1-XXX-XXX-<br>XXXX<br><b>Component Code:</b> TV253 | <b>AVO:</b> Call the number on your screen now for this free<br><br>information kit and Medicare Guide. |

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare Group             |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | Cover Yourself REVISED             |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6/15/09                            |

Page 1

### VIDEO

### AUDIO

1. Open spot with graphic supers:

‘MEDICARE It doesn’t cover everything’

**SUPER:**

Call For Free Guide

1-XXX-XXX-XXXX

TTY #: XXX

(hold offer throughout)

**CODE:** TV254

2. ‘MEDICARE’ super drops down over the words ‘It doesn’t cover everything’

3. The word ‘EVERYTHING’ moves forward and slides past the camera until the type is gone.

4. Grey bar drops down revealing AARP Medicare Supplement Insurance Plans

Medicare...

It doesn’t cover everything.

And what it doesn’t cover can cost you some money.

That’s why you should consider

CODE: TV254

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare Group             |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | Cover Yourself REVISED             |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6/15/09                            |

Page 2

| VIDEO  | AUDIO  |
|--|--|
| <p>5. Logo grows larger.</p> <p>LEGAL:<br/><b>This is a solicitation of insurance.<br/>An agent may contact you.</b><br/>AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.</p>  | <p>an AARP Medicare Supplement Insurance Plan insured by UnitedHealthcare Insurance Company.</p>                             |
| <p>6. Previous scene is covered by grey bar emerging from bottom of screen with</p> <p>SUPER:<br/>Save Up To Thousands Of Dollars*</p> <p>LEGAL:<br/>*Medicare Payment Advisory Commission (MedPAC). <i>A Data Book: Healthcare spending and the Medicare Program</i>, June 2008.<br/><a href="http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf">http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf</a><br/>(15 Jan, 2009) p. 63,65.</p> | <p>It can help pay some of what Medicare doesn't so you could save up to thousands of dollars in out of pocket expenses.</p> |

# TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare Group             |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | Cover Yourself REVISED             |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6/15/09                            |

Page 3

| VIDEO   | AUDIO   |
|---|---|
| <p>7. Previous scene moves left revealing brochure with</p> <p>SUPER:<br/>Free Information Kit and Medicare Guide</p> <p>LEGAL:<br/>In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p> | <p>Call now for this free information kit and Medicare guide.</p> <p>If you're turning 65 or you're already on Medicare</p> |
| <p>8. Cut to AARP Medicare Supplement Insurance Plans card. Card moves towards camera and to the right until almost off screen.</p>   | <p>you should know about this card- it's the only one of its kind</p>   |
| <p>9. Card moves off screen revealing new scene from left side of frame.</p> <p>LEGAL:<br/>Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). <b>Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.</b> Policy Form No. GRP 79171 GPS-1 (G-36000-4).</p>                       | <p>endorsed by AARP; see if it's right for you.</p>   |

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare Group             |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | Cover Yourself REVISED             |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6/15/09                            |

Page 4

| VIDEO  | AUDIO   |
|--|---|
| 10. Pan over stethoscope.<br><br>SUPER:<br>Keep Your Doctor<br><br>TTY #: XXX  | <b>Keep your own</b> doctor...  |
| 11. Camera pans to right.<br><br>SUPER:<br>Keep Your Hospital<br><br>TTY #: XXX  | <b>Keep your own</b> hospital...<br><br>That accepts Medicare.                  |
| 12. SUPER:<br>No Networks<br>No Referrals Needed   | There are no networks<br><br>and no referrals needed.                           |
| 13. 'Save thousands of dollars' fills<br>frame and slides past camera.   | Help protect yourself from some of what Medicare doesn't pay.                   |
| 14. Type reads 'Save Up To Thousands<br>Of Dollars'.<br><br>LEGAL:<br>The AARP Medicare Supplement<br>Insurance Plans carry the AARP<br>name and UnitedHealthcare pays a<br>fee to AARP and its affiliate for use<br>of the AARP trademark and other<br>services. Amounts paid are used for<br>the general purpose of AARP and its<br>members. Neither AARP nor its<br>affiliate is the insurer. | Save up to thousands of dollars on potential out of pocket expenses<br><br>with |

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare Group             |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | Cover Yourself REVISED             |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6/15/09                            |

Page 5

### VIDEO

### AUDIO

15. Grey bar drops down revealing AARP Medicare Supplement Insurance Plans logo.

an AARP Medicare Supplement Insurance Plan insured by UnitedHealthcare Insurance Company.

16. Logo flips revealing brochure.

**SUPER:**  
Free Information Kit  
and Medicare Guide

Call the number on your screen now for this free information kit, including this Medicare Guide and customized rate quote.

**LEGAL:**  
AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

**CODE:** TV254



# TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/12/09 JM/MM                 |

Page 1

## VIDEO

## AUDIO

1. Open on shot at bowling alley. One of two ladies has just picked up a spare, as Jack high-fives her.

SUPER: TV255

2. Cut to freeze-frame on Jack.

3. Cut to Jack stepping up to line and concentrating on shot.

SUPER:  
Call for a free guide  
1-XXX-XXX-XXXX

(Phone number & offer will be on bottom of screen throughout the commercial)

4. Cut ball knocking down 8 pins leaving the 7-10 split and revealing super.

SUPER: Medicare Part B pays about 80%

TTY:XXX

**SFX:** Energetic music under throughout.

**ANNCR:** Meet Jack.

Recently turned 65. Glad he's now got Medicare on his side.

**ANNCR:** But Jack knows that Medicare doesn't take care of everything.

In fact, Part B only pays 80% of medical expenses.

TV255

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/12/09 JM/MM                 |

Page 2

### VIDEO

### AUDIO

5. Cut to ball return.

**SUPER:**

Show AARP Medicare Supplement Insurance card

Medicare Supplement Insurance

UnitedHealthcare Insurance Company (logo)

**LEGAL: This is a solicitation of insurance. An agent may contact you.**

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

So, he got himself an AARP Medicare Supplement Insurance

Plan—insured by UnitedHealthcare Insurance Company.

Yep, when it comes to Jack's health, it's all about team effort.

**FRIENDS:**

Hey pick it up! Come on Jack!

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/12/09 JM/MM                 |

Page 3

### VIDEO

### AUDIO

6. Cut to WS as Jack throws his second ball. Shot freezes on Jack in stride. Oversized AARP Medicare Supplement card featuring Jack's name appears.

SUPERS: Card with name  
Keep your own doctor who accepts Medicare

Stay on budget

**Legal:**

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4). **Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.** All plans may not be available in your state/area.

7. Cut to ball picking up 7-10 split and obliterates Super.

SUPER: Helps with some of the other 20%

**AVO:**

A Medicare supplement plan lets you keep your own doctor who accepts Medicare, helps you budget medical costs,

and it picks up some of that 20%—

# TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/12/09 JM/MM                 |

Page 4

| VIDEO  | AUDIO  |
|--|--|
| <p>8. Cut to Jack getting high fives around.</p> <p><b>SUPER:</b> Save up to thousands of dollars*</p> <p><b>Legal:</b> *Medicare Payment Advisory Commission (MedPAC). <i>A Data Book: Healthcare spending and the Medicare Program</i>, June 2008. &lt;<a href="http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf">http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf</a>&gt; (15 Jan, 2009) p. 63, 65.</p> | <p>—potentially saving you up to thousands of dollars out of your own pocket. Smart choice.</p>  |
| <p>9. Show kit.</p> <p><b>SUPER:</b><br/>Call now for a free kit</p> <p><b>Legal:</b><br/>The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.</p>  | <p>If you're turning 65 or are 65 already, call now for this free information kit and guide to understanding Medicare, and learn more about an AARP Medicare Supplement Insurance Plan, the only plans exclusively endorsed by AARP.</p> |
| <p>10. Cut to overhead of ball return.</p> <p><b>SUPER:</b> Range of plans</p>   | <p>Choose from a range of plans to help meet your personal needs...</p>  |

**TELEVISION SCRIPT**

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/12/09 JM/MM                 |

Page 5

| VIDEO   | AUDIO   |
|---|---|
| 11. Hand comes in to take ball.<br><br>SUPER: Competitive prices  | and competitive pricing to help meet your budget.   |
| 12. Cut to Marcy chatting with some ladies. Camera freezes for supers. Oversized AARP Medicare Supplement Insurance card featuring Marcy's name appears.<br><br>SUPERS: Card with name<br>Helpful customer service<br>Accepted nationwide<br><br>AARP Medicare Supplement Insurance logo<br><br><b>Legal:</b> Based on XXXX<br>UnitedHealthcare Insurance Company Internal Data.<br><a href="https://www.aarphealthcare.com/statistics">https://www.aarphealthcare.com/statistics</a> | You'll receive helpful service you can count on and plans travel with you nationwide.<br><br>That's why no matter who you are, if you're on Medicare, you should consider an AARP Medicare Supplement Insurance Plan. |
| 13. Cut to Paul bowling.<br><br>SUPER: Oversized AARP Medicare Supplement Insurance featuring Paul's name appears.<br>No networks<br>No referrals to see a specialist<br><br><b>Legal:</b> AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.  | <b>AVO:</b><br><br>Get the winning feeling that comes from the name AARP, no networks, and no referrals to see a specialist.  |

# TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/12/09 JM/MM                 |

Page 6

| VIDEO  | AUDIO  |
|--|--|
| 14. Cut to group congratulating Paul.  |  |
| 15. Cut to Paul and shot of group.<br><br><b>Legal:</b> Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations. In some states, plans may be available to persons eligible for Medicare by reason of disability.   | So call now, see for yourself.   |
| 16. Cut to overhead shot of bowling alley. Feature three lanes for Supers.<br>SUPER:<br>Keep your own doctor or hospital<br>Help budget your costs<br>Save up to thousands of dollars  | <b>AVO:</b> If you want a plan that lets you<br><br>keep your own doctor or hospital,<br><br>helps you budget your medical costs,<br><br>and saves up to thousands of dollars out-of pocket, |
| 17. Cut to Jack picking up ball.<br><br>Shot of kit.<br><br>SUPER: Insured by<br>UnitedHealthcare Insurance<br>Company<br><br><b>Legal:</b> Based on XXXX<br>UnitedHealthcare Insurance<br>Company Internal Data.<br><a href="https://www.aarphealthcare.com/statistics">https://www.aarphealthcare.com/statistics</a> | do as Jack and millions of others have done: get an AARP<br><br>Medicare Supplement Insurance plan.  |
| 18. Cut to Jack bowling. Freeze frame.   | Because when it comes to Medicare,<br><br>it's easy to see Jack is on a roll.  |

**TELEVISION SCRIPT**

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/12/09 JM/MM                 |

Page 7

| VIDEO   | AUDIO  |
|---|--|
| 19. Cut to kit.<br><br>SUPER:<br>Free Customized Quote<br><br>TTY: XXX<br><br>SUPER: TV255<br><br>SUPER: AARP Medicare<br>Supplement Insurance (logo) | Call now and get your free information kit, guide to understanding<br><br>Medicare, and free customized quote.<br><br>AARP Medicare Supplement Insurance Plans.  |
| 20. SUPER:<br>Call for a free guide<br>1-XXX-XXX-XXXX<br><br>Show kit.<br><br>AARP Medicare Supplement<br>Insurance (logo)                            | AVO: Call the number on your screen now to find out about an<br><br>AARP Medicare Supplement Insurance Plan. We'll send you this<br><br>free guide to understanding Medicare, to help you choose the plan<br><br>that's right for you. Call the number on your screen now. |
| 21.   |  |

# TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :60                           |
| DATE    | 6/12/09                       |

Page 1

## VIDEO

## AUDIO

1. Open on shot at bowling alley. One of two ladies has just picked up a spare, as Jack high-fives her.

SUPER: TV256

2. Cut to freeze-frame on Jack.

SUPER: TV256

3. Cut to Jack stepping up to line and concentrating on shot.

SUPER:  
Call for a free guide  
1-XXX-XXX-XXXX

(Phone number & offer will be on bottom of screen throughout the commercial)

4. Cut to ball knocking down 8 pins leaving the 7-10 split and revealing super.

SUPER: Medicare Part B pays about 80%

TTY: XXX

**SFX:** Energetic music under throughout.

**ANNCR:** Meet Jack.

Recently turned 65. Glad he's now got Medicare on his side.

**ANNCR:** But Jack knows that Medicare Part B...

pays only 80% of medical expenses.



# TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :60                           |
| DATE    | 6/12/09                       |

Page 2

| VIDEO  | AUDIO   |
|--|---|
| <p>5. Cut to ball return.</p> <p>Show AARP Medicare Supplement Insurance card</p> <p>SUPER: UnitedHealthcare Insurance Company (logo)</p> <p><b>Legal: This is a solicitation of insurance. An agent may contact you.</b></p> <p>AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.</p> <p>Ball rolls out.</p> | <p>So, he got himself an AARP Medicare Supplement Insurance Plan—insured by UnitedHealthcare Insurance Company.</p>   |
| <p>6. Cut to Wide Screen as Jack throws his second ball.</p> <p>Shot freezes on Jack in stride.</p> <p>SUPERS: AARP Medicare Supplement Card with name</p> <p>SUPERS:</p> <p>Keep your own doctor who accepts Medicare</p> <p>Stay on budget</p>   | <p>A Medicare supplement plan lets you keep your own doctor who accepts Medicare, helps you budget medical costs,</p> |
| <p>7. Cut to ball picking up 7-10 split and obliterates Super.</p> <p>SUPER: Helps with some of the other 20%</p>  | <p>and it picks up some of that 20%—</p>  |

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :60                           |
| DATE    | 6/12/09                       |

Page 3

### VIDEO

### AUDIO

8. Cut to Jack getting high fives around.

**SUPER:** Save up to thousands of dollars\*

**Legal:** \*Medicare Payment Advisory Commission (MedPAC). *A Data Book: Healthcare spending and the Medicare Program*, June 2008.

<[http://www.medpac.gov/documents/Jun08DataBook\\_Entire\\_report.pdf](http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf)>  
(15 Jan, 2009) p. 63, 65.

9. Show kit.

**SUPER:**  
Call now for a free kit.

**Legal:**  
Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4). **Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.** All plans may not be available in your state/area.

—potentially saving you up to thousands of dollars out of your own pocket.

If you're turning 65 or are 65 already, call now for this free information kit and guide to understanding Medicare. Learn more about AARP Medicare Supplement Insurance...

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :60                           |
| DATE    | 6/12/09                       |

Page 4

### VIDEO

### AUDIO

10. Cut to overhead of ball return.

SUPER: Range of plans

**Legal:** The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

11. Hand comes in to take ball.

SUPER: Competitive prices

12. Cut to Marcy chatting with some ladies. Camera freezes for supers. Oversized AARP Medicare Supplement card featuring Marcy  
SUPERS: Card with name  
Helpful customer service  
Accepted nationwide

and its range of coverage options,

competitive pricing,

and plans that travel with you nationwide.

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :60                           |
| DATE    | 6/12/09                       |

Page 5

| VIDEO  | AUDIO   |
|--|---|
| <p>13. Cut to Jack picking up ball.</p> <p>SUPER: AARP Medicare Supplement Insurance (logo)</p> <p>SUPER: Insured by UnitedHealthcare Insurance Company</p> <p><b>Legal:</b> Based on XXXX UnitedHealthcare Insurance Company Internal Data.<br/><a href="https://www.aarphealthcare.com/statistics">https://www.aarphealthcare.com/statistics</a></p> <p>AARP does not recommend health related products. You are strongly encouraged to evaluate your needs.</p> | <p>So call now, just like Jack and millions of others have done.</p>  |
| <p>14. Cut to Jack bowling. Freeze frame.</p> <p><b>Legal:</b> Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations. In some states, plans may be available to persons eligible for Medicare by reason of disability.</p>  | <p>Because when it comes to Medicare, we should all be on a roll.</p> |

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :60                           |
| DATE    | 6/12/09                       |

Page 6

### VIDEO

### AUDIO

15. Cut to kit.

SUPER:  
Call for a free guide.

AARP Medicare Supplement  
Insurance (logo)

SUPER: TTY: XXX

SUPER: TV256

16.

AVO:

CALL THE NUMBER ON YOUR SCREEN NOW for your  
free information kit and guide to understanding Medicare.

Call the number on your screen now.

**Client:** AARP/ UnitedHealth Group  
**Product:** Medicare Supplement Insurance  
**Title:** "All About Freedom"  
**Length:** :120 Rebrand (National)  
**Rev #:**  
**Job #:** 93-45000-001  
**Date:** 6/16/09  
**Page:** 1 of 3

**ISCI #:** TBD  
**Producer:**  
**Master:**  
**Record Place/Date:**  
**Edit Place/Date:**  
**V/O Talent:**  
**OC Talent:**  
**Music:**  
**Singer:**

## VIDEO

COMPONENT CODE: TV257  
(in lower left for first and last 5 seconds)

1. OPEN ON MONTAGE OF OLD FOOTAGE FROM THE 60s. WE SEE A YOUNG GUY AND HIS GIRLFRIEND IN A VW BUS.

2. THEN DISSOLVE TO THE SAME GUY AND HIS WIFE AT AGE 65. THEY NOW HAVE A MORE DELUXE VERSION OF A VW CAMPER.

3. THEY ALSO HAVE A COUPLE OF GRANDKIDS ALONG FOR A CAMPING TRIP. WE SEE THEM DRIVING.

**LEGAL: This is a solicitation of insurance. An agent may contact you.** *(must be 1 point larger than the following copy and in a separate paragraph)*

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

4. THEY ARRIVE AT THE CAMPSITE.

**LEGAL:** You must be age 65 or older and enrolled in Medicare Part B to be eligible for a Medicare supplement plan. In some states, plans may be available to persons eligible for Medicare by reason of disability.

5. WE SEE THE GUY FISHING WITH HIS GRANDSONS.

SUPER UP IN BAR: AARP® MED SUPP LOGO

6. SUPER: Freedom to choose any doctor any hospital

**LEGAL:** Insured by UnitedHealthcare Insurance Company, TV257

## AUDIO

SFX: Opening music up and under...

GUY: The 60s were all about freedom.

GUY: And now, in my 60s, they are again.

GRANDSON: Grandpa, are we there yet?

GUY: I have the freedom to do what I want and go where I want.

GRANDSON: Grandma come on!

GUY: Freedom is what I like about my Medicare Supplement Insurance. I can see the doctor I want — where I want. Anywhere in the country.

ANNCR VO: Now your 60s can be a time of freedom again—with AARP Medicare Supplement Insurance plans insured by UnitedHealthcare Insurance Company.

ANNCR VO: Because any doctor or hospital that accepts Medicare will accept AARP Medicare Supplement Insurance. Anywhere in the U.S.

Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4).

Call for FREE information and a quote 1-XXX-XXX-XXXX (up and present for remainder of spot), alternates with TTY XXX

## 7. GUY TALKS TO THE CAMERA.

**LEGAL: Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.** All plans may not be available in your state/area.

8. SUPER: Medicare Part B pays about 80%  
You pay up to 20%

9. SUPER: You could save up to thousands on out-of-pocket expenses\*

LEGAL: \* Medicare Payment Advisory Commission (MedPAC). *A Data Book: Healthcare Spending and the Medicare Program*, June 2008.  
<[http://www.medpac.gov/documents/Jun08DataBook\\_Entire\\_report.pdf](http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf)> (15 Jan, 2009) pp. 63, 65.

10. SUPER: The only Medicare Supplement plans endorsed by AARP®

LEGAL: The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer. (must be in a separate paragraph)

Based on 2008 UnitedHealthcare Insurance Company Internal Data. <https://www.aarphealthcare.com/statistics>

11. WE SEE THE MEDICARE AT A GLANCE  
BOOKLET AND INQUIRY KIT.

SUPER: Call for FREE Information Kit

SUPER: Call for FREE Customized Quote

LEGAL: Call to receive complete information including benefits, costs, eligibility requirement, exclusions and limitations. In some states, plans may be available to persons eligible for Medicare by reason of disability.

12. WE SEE THE OLD FOOTAGE OF THE GUY  
AND HIS GIRLFRIEND ON A PICNIC. B-ROLL OF  
THE GUY PLAYING GUITAR.

GUY: The freedom to do my own thing — without worrying about which doctor I can see.

ANNCR VO: Medicare pays only about 80% of your Part B health care costs. The rest has to come out of your pocket.

ANNCR VO: But with an AARP Medicare Supplement insurance plan, you could save up to thousands of dollars because it helps pay some of the out-of-pocket expenses Medicare doesn't.

ANNCR VO: And only these Medicare Supplement plans are endorsed by AARP. And cover more people nationwide than any other Medicare Supplement insurance carrier.

ANNCR VO: Call today, and you'll receive a free information kit with a customized rate quote to help you choose the plan that's right for you.

ANNCR VO: You'll learn about a choice of plans that help cover some of the 20% out-of-pocket costs that Medicare Part B doesn't pay.

13. THE COUPLE, IN THE PRESENT, SIT AROUND THE CAMPFIRE WITH THE GRANDSONS AS THE GUY PLAYS HIS GUITAR.

14. THE GRANDSON COVERS HIS EARS.

15. WE SEE THE AARP MEDICARE SUPPLEMENT INSURANCE CARD.

SUPER: Just show your card. No hassles.

16. THE GUY SPEAKS TO THE CAMERA.

17. B-ROLL OF THE FAMILY AT THE CAMPFIRE.

SUPER: Medicare Part B pays about 80%  
You pay up to 20%

18. SUPER: Freedom of choice

19. CUT TO ANOTHER 60s-ERA SHOT OF THE GUY ON A MOTORCYCLE WITH HELMET.

LEGAL: AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

20. NOW SCENE DISSOLVES TO THE GUY AND HIS FAMILY RIDING BICYCLES.

21. B-ROLL OF THE FAMILY RIDING BICYCLES.

SUPER: Call for FREE Information Kit

22. WE SEE THE INQUIRY KIT.

SUPER: Call for FREE Information Kit

23. CUT TO OLD FOOTAGE OF THE COUPLE TOGETHER.

SUPER: Insured by UnitedHealthcare Insurance Company.

24. CUT TO THE COUPLE, CURRENT DAY.

25. AARP® MED SUPP LOGO

Call for FREE information and a quote

1-XXX-XXX-XXXX

TTY: XXX

TV257

ANNCR VO: Making it easier to budget your annual health care expenses.

GRANDSON: Grandpa!

ANNCR VO: And you'll discover how convenient and easy it is to use your AARP Medicare Supplement Insurance. You just show your card. No hassles.

GUY: At this time in my life, freedom is everything.

ANNCR VO: Medicare only pays for part of your health care coverage. You have to come up with the rest.

ANNCR VO: And that's why Medicare Supplement Insurance is such a good idea. It's all about freedom of choice.

GUY: Back in the 60s, I went my own way.

GUY: Why stop now?

ANNCR VO: So call today for a free information kit.

ANNCR VO: When you call, you'll also receive this free educational guide to help you understand your Medicare coverage options. It's yours free, so call now.

ANNCR VO: And learn how AARP Medicare Supplement Insurance can help make your 60s a time of freedom — again.



**Client:** AARP/ UnitedHealth Group  
**Product:** Medicare Supplement Insurance  
**Title:** "All About Freedom"  
**Length:** :60 Rebrand (National)  
**Rev #:** Re-edit  
**Job #:** 93-45000-001  
**Date:** 6/16/09  
**Page:** 1 of 3

**Base ISCI #:**  
**Producer:**  
**Master:**  
**Record Place/Date:**  
**Edit Place/Date:**  
**V/O Talent:**  
**OC Talent:**  
**Music:**  
**Singer:**

## VIDEO

COMPONENT CODE: TV258 (in lower left for first and last 5 seconds)

1. OPEN ON MONTAGE OF OLD FOOTAGE FROM THE 60s. WE SEE A YOUNG GUY AND HIS GIRLFRIEND IN A VW BUS.

2. THEN DISSOLVE TO THE SAME GUY AND HIS WIFE AT AGE 65. THEY NOW HAVE A MORE DELUXE VERSION OF A VW CAMPER.

**LEGAL: This is a solicitation of insurance. An agent may contact you.** (must be 1 point larger than the following copy and in a separate paragraph)  
AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

3. WE SEE B-ROLL OF GUY AND HIS WIFE. THEY ALSO HAVE A COUPLE OF GRANDKIDS ALONG FOR A CAMPING TRIP. WE SEE B-ROLL OF THEM ENJOYING THEIR TRIP.

SUPER UP IN BAR: AARP® MED SUPP LOGO

**LEGAL:** You must be age 65 or older and enrolled in Medicare Part B to be eligible for a Medicare Supplement plan. In some states, plans may be available to persons eligible for Medicare by reason of disability.

4. WE SEE THE GUY FISHING WITH HIS GRANDSONS.

SUPER UP IN BAR: Call for FREE Information and a Quote. 1-XXX-XXX-XXXX (up and present for remainder of spot, TTY XXX in some frames.)

**LEGAL:** Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of TV258

## AUDIO

SFX: Opening music up and under...

GUY: The 60s were all about freedom.

GUY: And now, in my 60s, they are again.

GRANDSON: Grandma come on!

ANNCR VO: Now enjoy the freedom you want with AARP Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company.

If you're turning 65, or already 65, call now for this free Medicare information kit.

5. WE SEE THE MEDICARE AT A GLANCE BOOKLET AND INQUIRY KIT.

SUPER: Call for FREE Information Kit

SUPER: Call for FREE Customized Quote

LEGAL: Call to receive complete information including benefits, costs, eligibility requirement, exclusions and limitations. In some states, plans may be available to persons eligible for Medicare by reason of disability.

6. B-ROLL OF THE FAMILY RIDING BICYCLES.

SUPER: Choose Your Own Doctor

Budget Your Annual Expenses

See Any Doctor or Hospital

LEGAL: **Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.** All plans may not be available in your state/area.

7. SUPER IN BAR: Call for FREE Information and a Quote

8. SUPER: MEDICARE Part B pays about 80%  
SUPER: YOU PAY UP TO 20%

9. SUPER: You could save up to thousands on out-of-pocket expenses\*

LEGAL: \* Medicare Payment Advisory Commission (MedPAC). *A Data Book: Healthcare Spending and the Medicare Program*, June 2008.  
<[http://www.medpac.gov/documents/Jun08DataBook\\_Entire\\_report.pdf](http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf)> (15 Jan, 2009) pp. 63, 65.

10. WE SEE THE AARP MEDICARE SUPPLEMENT INSURANCE CARD.

SUPER: Just show your card. No hassles.

LEGAL: The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general

Along with a free customized rate quote to help you choose the plan that's right for you.

The freedom to choose your own doctor, budget your annual medical expenses,

and see any doctor or hospital that accepts Medicare - anywhere in the U.S. That's what a Medicare supplement plan is all about.

Medicare pays only about 80% of your Part B health care costs. The rest has to come out of your pocket.

But with an AARP Medicare Supplement insurance plan, you could save up to thousands of dollars, because it helps pay some of the out-of-pocket expenses Medicare doesn't.

And learn how easy it is to use. You just show your card. No hassles.

purpose of AARP and its members. Neither AARP nor its affiliate is the insurer. (must be in a separate paragraph)

11. THE GUY SPEAKS TO THE CAMERA.

SUPER: Insured by UnitedHealthcare Insurance Company.

LEGAL: AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

12. CUT TO OLD FOOTAGE OF THE COUPLE TOGETHER.

13. CUT TO THE COUPLE, CURRENT DAY.

14. SUPER: AARP® MED SUPP LOGO  
Call for FREE information and a quote.  
1-XXX-XXX-XXXX  
TTY: XXX  
TV258

GUY: At this time of my life, freedom is everything.

ANNCR VO: Call for this free and vital information today.

And make your 60s a time of freedom — again.

## TELEVISION SCRIPT

JOB # UHADMS60004

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | Finish the Thought            |
| CODE    |                               |
| LENGTH  | :120 Revised                  |
| DATE    | 7-6-09                        |

Page 1

### VIDEO

### AUDIO

- |  |  |
|--|--|
| 1. Open on Actor 1 speaking to camera.   | <b>Actor 1:</b> Let me tell you about a very important phone call I made.  |
| <b>SUPER:</b><br>Call for a free guide<br>1-8XX-XXX-XXXX<br>(hold throughout)  |  |
| <b>Component Code:</b> TV263ST   |  |
| 2. Actor 1 speaking to camera.<br>Medicare card appears.   | When I got my Medicare card...   |
| 3. Actor 1 speaking to camera.<br>Medicare card morphs into [AARP<br>Medicare Supplement card-<br>UPDATED].  | <b>Actor 1:</b> I realized I needed an AARP Medicare Supplement<br>Insurance card too.   |
| 4. <b>SUPER:</b><br>Medicare only pays up to 80% of<br>Part B expenses   | <b>AVO:</b><br>Medicare is one of the great things about turning 65, but it doesn't<br>cover everything.<br>In fact, it only pays up to 80% of your Part B expenses.                     |
| 5. Cut to [AARP Medicare Supplement<br>card-UPDATED].  | <b>AVO:</b><br>If you're already on, or eligible for Medicare,<br>call now to find out how an AARP Medicare Supplement<br>Insurance Plan, insured by UnitedHealthcare Insurance Company, |
| <b>LEGAL:</b><br><b>This is a solicitation of insurance.</b><br><b>An agent may contact you.</b>   |  |
| AARP and its affiliate are not<br>insurance agencies or carriers and do<br>not employ or endorse insurance<br>agents, brokers, representatives or<br>advisors. |  |

CODE: TV263ST

## TELEVISION SCRIPT

JOB # UHADMS60004

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | Finish the Thought            |
| CODE    |                               |
| LENGTH  | :120 Revised                  |
| DATE    | 7-6-09                        |

Page 2

| VIDEO   | AUDIO   |
|---|---|
| 6. <b>SUPER:</b> Medicare Supplement Insurance helps pay up to 20% of Medicare Part B expenses<br><br><b>LEGAL:</b> Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). Policy Form Number GRP 79171 GPS-1 (G-36000-4).  | helps cover some of the medical expenses not paid by Medicare Part B. |
| 7. <b>SUPER:</b> Medicare Supplement Insurance helps you  | That can save you from paying up to                                   |
| 8. <b>SUPER:</b> save up to thousands of dollars in out-of-pocket costs*<br><br>(TTY: XXX)<br>1-8XX-XXX-XXXX<br><br><b>LEGAL:</b> *Medicare Payment Advisory Commission (MedPAC) <i>A Data Book: Heathcare spending and the Medicare Program</i> , June 2008. <a href="http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf">http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf</a> (15 Jan, 2009) p. 63,65 | thousands of dollars out of your own pocket.                          |

**TELEVISION SCRIPT**

JOB # UHADMS60004

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | Finish the Thought            |
| CODE    |                               |
| LENGTH  | :120 Revised                  |
| DATE    | 7-6-09                        |

Page 3

| VIDEO   | AUDIO  |
|---|--|
| <p>9. <b>SUPER:</b><br/>The Medicare Supplement Plans<br/>Call for a free guide<br/>1-8XX-XXX-XXXX</p> <p><b>LEGAL:</b><br/>The AARP Medicare Supplement Insurance plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.</p> | <p>These are the only Medicare supplement insurance plans...</p>           |
| <p>10. <b>SUPER:</b><br/>The Medicare Supplement Plans endorsed by AARP®</p>  | <p>exclusively endorsed by AARP.</p>                                       |
| <p>11. AARP Medicare Supplement Plans (logo)<br/><b>CHECKBOX:</b> call now</p>  | <p>When you call now...</p>  |
| <p>12. Information kit appears.<br/><b>CHECKBOX:</b> for a free information kit</p> <p><b>LEGAL (some in bold): Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.</b> All plans may not be available in your state/area.</p>   | <p>you'll get this free information kit with all you need to enroll...</p> |

## TELEVISION SCRIPT

JOB # UHADMS60004

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | Finish the Thought            |
| CODE    |                               |
| LENGTH  | :120 Revised                  |
| DATE    | 7-6-09                        |

Page 4

| VIDEO   | AUDIO  |
|---|--|
| 13. Information kit contents fan out.<br><b>CHECKBOX:</b> 2.8 million insured members<br><br><b>LEGAL:</b> Based on [2008] UnitedHealthcare Insurance Company Internal Data.<br><a href="https://www.aarphealthcare.com/statistics">https://www.aarphealthcare.com/statistics</a> | so you can join the millions of people who have already put their trust in AARP Medicare Supplement Insurance. |
| 14. <b>SUPER:</b> Get a FREE guide to understanding Medicare  | Plus, you'll get this free guide to understanding Medicare.  |
| 15. Cut to Actor 3 speaking to camera.<br><b>CHECKBOX:</b> competitively priced   | <b>Actor 3:</b> The prices are competitive...  |
| 16. Cut to Actor 1 speaking to camera.<br><b>CHECKBOX:</b> keep my own doctor that accepts Medicare   | <b>Actor 1:</b> I can keep my own doctor ...   |
| 17. Cut to Actor 2 speaking to camera.<br><b>CHECKBOX:</b> no referrals   | <b>Actor 2:</b> and I don't need a referral to see a specialist.   |
| 18. <b>SUPER:</b> You don't have to be an AARP member to Call now!<br><br><b>LEGAL:</b> This is a group Medicare Supplement policy and you must be an AARP member to purchase this product.   | <b>AVO:</b> Call now...<br>to get a free information kit...  |

# TELEVISION SCRIPT

JOB # UHADMS60004

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | Finish the Thought            |
| CODE    |                               |
| LENGTH  | :120 Revised                  |
| DATE    | 7-6-09                        |

Page 5

| VIDEO  | AUDIO  |
|--|--|
| <p>19. The Medicare Guide slides into frame.</p> <p><b>SUPER:</b> Get a FREE guide to understanding Medicare.</p> <p><b>LEGAL:</b> AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.</p> | <p>plus you'll get this free guide to understanding Medicare. And the advantages don't end there.</p>  |
| <p>20. <b>CHECKBOX:</b> a range of plans<br/><b>CHECKBOX:</b> competitively priced</p>   | <p>Choose from a range of Medicare Supplement plans that are all competitively priced. We have a plan for almost everyone, so you could find one that fits your needs and budget.</p>                      |
| <p>21. <b>CHECKBOX:</b> virtually no claim forms<br/><b>CHECKBOX:</b> the only Medicare supplement plans endorsed by AARP</p>  | <p>There are virtually no claim forms to fill out. Plus you can keep your own doctor and hospital that accepts Medicare. And best of all, they're the only Medicare supplement plans endorsed by AARP.</p> |
| <p>22. Cut to Actor 2 speaking to camera.</p>  | <p><b>Actor 2:</b> When they told me these plans were endorsed by AARP...</p>  |
| <p>23. Cut to Actor 3 speaking to camera.</p>  | <p><b>Actor 3:</b> I had only one thing to say...</p>  |
| <p>24. Cut to Actor 1 speaking to camera.</p>  | <p><b>Actor 1:</b> sign me up.</p>   |



**TELEVISION SCRIPT**

JOB # UHADMS60004

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | Finish the Thought            |
| CODE    |                               |
| LENGTH  | :120 Revised                  |
| DATE    | 7-6-09                        |

Page 6

| VIDEO  | AUDIO   |
|--|---|
| 25. Field of red fades in.<br><br><b>SUPER:</b> Medicare Supplement Insurance<br>Call now to find out more!<br><br>(TTY: XXX)<br><b>LEGAL:</b><br>In some states, plans may be available to persons eligible for Medicare by reason of disability. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations. | <b>AVO:</b> Call now, 1-8XX-XXX-XXXX and find out about an AARP Medicare Supplement Insurance Plan.   |
| 26. <b>SUPER:</b> Insured by UnitedHealthcare Insurance Company<br><b>SUPER:</b> Get a FREE guide to understanding Medicare  | You'll get this free information kit and Medicare Guide, to help you choose the plan that's right for you.  |
| 27. <b>SUPER:</b> CALL NOW<br>1-8XX-XXX-XXXX<br><br>AARP Medicare Supplement Plans (logo)<br><br><b>Component Code:</b> TV263ST  | Get a card that lets you keep your own doctor and hospital that accepts Medicare, helps pay for what Medicare doesn't, and can save you up to thousands of dollars. 1-8XX-XXX-XXXX. Call now. |

## TELEVISION SCRIPT

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare                   |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | "Finish The Thought"               |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6-30-09                            |

Page 1 of 5

### VIDEO

### AUDIO

1. Open on Actor 1 speaking to camera. **Actor 1:** Let me tell you about a very important phone call I made.

**SUPER:**

Call for a free guide  
1-8XX-XXX-XXXX  
(hold throughout)

**Component Code:** TV264ST

2. Actor 1 speaking to camera.  
Medicare card appears. When I got my Medicare card...
3. Actor 1 speaking to camera.  
Medicare card morphs into [AARP Medicare Supplement card-UPDATED]. **Actor 1:** I realized I needed an AARP Medicare Supplement Insurance card, too.
4. **SUPER:**  
Medicare only pays up to 80% of Part B expenses **AVO:**  
Medicare is one of the great things about turning 65, but it doesn't cover everything.  
In fact, it only pays up to 80% of your Part B expenses.
5. Cut to [AARP Medicare Supplement card-UPDATED]. **AVO:**  
If you're already on, or eligible for Medicare, call now to find out how an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company,
- LEGAL:**  
**This is a solicitation of insurance.**  
**An agent may contact you.**

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

CODE: TV264ST

## TELEVISION SCRIPT

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare                   |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | "Finish The Thought"               |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6-30-09                            |

Page 2 of 5

### VIDEO

6. **SUPER:** Medicare Supplement Insurance helps pay up to 20% of Medicare Part B expenses

**LEGAL:** Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). Policy Form Number GRP 79171 GPS-1 (G-36000-4).

7. **SUPER:** Medicare Supplement Insurance helps you save up to thousands of dollars\*

(TTY: XXX)  
1-8XX-XXX-XXXX

**LEGAL:** \*Medicare Payment Advisory Commission (MedPAC) A *Data Book: Healthcare spending and the Medicare Program*, June 2008.  
<[http://www.medpac.gov/documents/Jun08DataBook\\_Entire\\_report.pdf](http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf)>  
(15 Jan, 2009) p. 63,65

### AUDIO

**AVO:**  
helps cover some of the medical expenses not paid by Medicare Part B.

That can save you up to thousands of dollars.

## TELEVISION SCRIPT

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare                   |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | "Finish The Thought"               |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6-30-09                            |

Page 3 of 5

### VIDEO

### AUDIO

8. **SUPER:** The Medicare Supplement Plans

These are the only Medicare supplement insurance plans

Call for a free guide  
1-8XX-XXX-XXXX

#### **LEGAL:**

The AARP Medicare Supplement Insurance plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

9. **SUPER:**  
The Medicare Supplement Plans endorsed by AARP®

...exclusively endorsed by AARP.

10. Information kit appears.  
AARP Medicare Supplement Plans (logo)  
**CHECKBOX:** call now

When you call now...

## TELEVISION SCRIPT

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare                   |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | "Finish The Thought"               |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6-30-09                            |

Page 4 of 5

### VIDEO

### AUDIO

11. The Medicare Basics guide replaces the information kit onscreen.

**SUPER:** Get a FREE guide to understanding Medicare

**LEGAL (some in bold): Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.** All plans may not be available in your state/area.

you'll get this free information kit and guide to understanding Medicare.

12. Cut to Actor 1 speaking to camera.  
**CHECKBOX:** keep my own doctor and hospital that accepts Medicare

**Actor 1:** I can keep my own doctor and choose my own hospital.

13. Cut to Actor 2 speaking to camera.  
**CHECKBOX:** no referrals

**Actor 2:** and I don't need a referral to see a specialist.

**LEGAL:**  
AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

## TELEVISION SCRIPT

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare                   |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | "Finish The Thought"               |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6-30-09                            |

Page 5 of 5

### VIDEO

14. Field of red fades in.

**SUPER:** Get a FREE guide to understanding Medicare

**SUPER:** Insured by  
UnitedHealthcare Insurance Company

**SUPER:** CALL NOW  
AARP Medicare Supplement  
Insurance Plans(logo)

### LEGAL:

In some states, plans may be available to persons eligible for Medicare by reason of disability. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

**Component Code:** TV264ST

### AUDIO

**AVO:** Get a card lets you keep your own doctor and hospital that accepts Medicare, and helps pay for what Medicare doesn't. Call now, 1-8XX-XXX-XXXX, to get your free information kit and guide to understanding Medicare.

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP                          |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great" REVISED   |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/30/09, JM/MM                |

Page 1

### VIDEO

### AUDIO

1. Open on spokesperson holding [card REVISED]. He speaks to camera in environment.

**SFX:** Music under throughout.

**MAN:**

THIS is the AARP Medicare Supplement Insurance Plan card.

**SUPER:**  
Call for a free guide  
1-XXX-XXX-XXXX  
TTY #: XXX  
(Hold #/offer as much as possible)  
(Rotate super: Apply anytime)  
AARP Medicare Supplement  
Insurance Plans(logo)

**Component Code:** TV265ST
2. CU Announcer.

Wherever you go...
3. Transition with card to man who is now in a theater.

...NATIONWIDE... your coverage travels with you.
4. CU of AARP Medicare Supplement Insurance Plan Card

**ANNCR:**

And that's just ONE of the MANY reasons you need a card like

**SUPER:**  
Insured by UnitedHealthcare  
Insurance Company

this. With Medicare Supplement Insurance Plans,

**LEGAL:**  
**This is a solicitation of insurance.**  
**An agent may contact you.**  
AARP and its affiliate are not  
insurance agencies or carriers and do  
not employ or endorse insurance  
agents, brokers, representatives or  
advisors.

CODE: TV265ST

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP                          |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great" REVISED   |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/30/09, JM/MM                |

Page 2

### VIDEO

### AUDIO

- 
- |    |   |  |
|----|---|--|
| 5. | <p>SUPER:<br/>Range of plans<br/>Keep your own doctor<br/>Nationwide coverage</p> <p>LEGAL:<br/>In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.</p> | <p>you can choose from a range of plans...</p> <p>keep your relationship with your own doctor that accepts Medicare...</p> <p>and feel secure with coverage that travels nationwide.</p> |
| 6. | <p>Show kit.</p> <p>SUPER:<br/>Call now for a free kit</p> <p>LEGAL:<br/>Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p>  | <p>If you're turning 65 or older, OR you've already enrolled in a Medicare Supplement plan, call now for this free information kit and guide to understanding Medicare...</p>            |
| 7. | <p>New Kit</p> <p>LEGAL:<br/>Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents).</p>  | <p>...to help you navigate today's complex healthcare environment.</p>   |



## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP                          |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great" REVISED   |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/30/09, JM/MM                |

Page 3

### VIDEO

### AUDIO

- 
- |    |  |  |
|----|--|--|
| 8. | Wooded scenery.<br><br>SUPER: AARP Medicare Supplement Insurance Plans(logo)<br><br>Based on XXXX UnitedHealthcare Insurance Company Internal Data.<br><a href="http://www.aarphealthcare.com/statistics">http://www.aarphealthcare.com/statistics</a><br><br>The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer. | Discover why these Medicare supplement insurance plans are the choice of millions of Americans and <u>exclusively</u> endorsed by AARP—an organization that's all about life after 50. AARP Medicare Supplement Plans—insured by UnitedHealthcare Insurance Company—help cover some of your medical expenses not paid by Medicare alone. |
| 9. | SUPER:<br>Save Up To Thousands of Dollars*<br><br>Choose Any Doctor Or Hospital That Accepts Medicare<br><br>Apply Year-Round<br><br>LEGAL: *Medicare Payment Advisory Commission (MedPAC). A <i>Data Book: Healthcare spending and the Medicare Program</i> , June 2008.<br><a href="http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf">http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf</a><br>(15 Jan, 2009) p. 63,65.   | This could save you up to thousands of dollars out of your own pocket. Plus you can choose any doctor or hospital in the U.S. that accepts Medicare...and apply anytime year-round. So call now.   |

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP                          |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great" REVISED   |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/30/09, JM/MM                |

Page 4

### VIDEO

### AUDIO

- 
- |   |  |
|---|--|
| 10. CU of Man.  | <b>MAN:</b>  |
| SUPER:<br>Virtually No Claim Forms<br>No Specialist Referrals   | Look, want to do away with almost all claim forms?<br><br>Like the sound of no referrals needed to see a specialist? |
| LEGAL:<br><b>Not connected with or endorsed by<br/>the U.S. Government or the<br/>Federal Medicare Program.</b> Policy<br>Form No. GRP 79171 GPS-1 (G-<br>36000-4). |  |
| 11. CU [card]   | You get all that, too.   |
| 12. Man golfing.  | <b>ANNCR:</b><br><br>Medicare supplement insurance is important.   |
| 13. Golf footage.   | And finding the right coverage for you can be really challenging.  |
| SUPER:<br>AARP Medicare Supplement Plans<br>(logo)  | That's why the legwork's been done for you.  |
| 14. Information kit and guide   | So feel great about making a smart, informed decision...and call   |
| SUPER: Call For Free Kit & Guide  | now to get your free information kit and guide to understanding  |
| LEGAL: AARP does not<br>recommend health related products,<br>services, insurance or programs.<br>You are strongly encouraged to<br>evaluate your needs.            | Medicare.  |

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP                          |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great" REVISED   |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/30/09, JM/MM                |

Page 5

### VIDEO

### AUDIO

- 
- |     |   |  |
|-----|---|--|
| 15. | He makes a transition and he's on the beach.<br>SUPER:<br>Full Range of Plans<br>Keep Your Own Doctor<br>Nationwide Coverage          | Discover a range of Medicare Supplement plans...<br><br>... that let you keep your relationship with your own doctor who<br><br>accepts Medicare... and offers coverage that travels nationwide. |
| 16. | Spokesperson at the beach.<br>[card]<br><br>SUPER:<br>AARP Medicare Supplement<br>Insurance Plans                                     | <b>MAN:</b><br><br>Yep... this is one <u>great</u> card.   |
| 17. | Information kit and guide<br><br>Call for a free guide<br>1-XXX-XXX-XXXX<br><br><br>AARP Medicare Supplement<br>Insurance Plans(logo) | <b>AVO:</b> Call now, 1-XXX-XXX-XXXX for this free information kit<br><br>and guide to understanding Medicare. Call now.   |

**Component Code:** TV265ST

**TELEVISION SCRIPT**

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great" REVISED   |
| CODES   |                               |
| LENGTH  | :60                           |
| DATE    | 6/30/09                       |

Page 1 of 5

**VIDEO****AUDIO**

1. Open on spokesperson holding [card]. He speaks to camera in environment.

**SUPER:**

Call for a free guide

1-XXX-XXX-XXXX

TTY #: XXX

(Hold #/offer as much as possible)

(Rotate super: Apply anytime)

AARP Medicare Supplement  
Insurance Plans (logo)**Component Code:** TV266ST

2. CU Announcer.

3. Transition with card to man who is now in a theater.

SFX: Music under throughout.

**MAN:**

THIS is the AARP Medicare Supplement Insurance Plan card.

Wherever you go...

...NATIONWIDE...your coverage travels with you.

CODE: TV266ST

## TELEVISION SCRIPT

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great" REVISED   |
| CODES   |                               |
| LENGTH  | :60                           |
| DATE    | 6/30/09                       |

Page 2 of 5

| VIDEO   | AUDIO   |
|---|---|
| <p>4. CU of AARP Medicare Supplement Insurance Plan Card</p> <p>SUPER:<br/>Insured by UnitedHealthcare Insurance Company</p> <p>LEGAL:<br/><b>This is a solicitation of insurance. An agent may contact you.</b><br/>AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.</p> | <p><b>ANNCR:</b></p> <p>And that's just ONE of the MANY reasons you need a card like this. With Medicare Supplement Insurance Plans,</p>                                    |
| <p>5. SUPER:<br/>Range of plans<br/>Keep your own doctor</p> <p>LEGAL:<br/>In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.</p>  | <p>you can choose from a range of plans and keep your relationship with your own doctor that accepts Medicare.</p>  |
| <p>6. Show kit.</p> <p>SUPER:<br/>For People 65 and up</p> <p>LEGAL: Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p>  | <p>If you're turning 65 or older, OR you've already enrolled in a Medicare Supplement plan, call now for this free information kit and guide to understanding Medicare.</p> |

**TELEVISION SCRIPT**

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great" REVISED   |
| CODES   |                               |
| LENGTH  | :60                           |
| DATE    | 6/30/09                       |

Page 3 of 5

| VIDEO   | AUDIO  |
|---|--|
| <p>7. Wooded Scenery</p> <p>LEGAL:<br/>The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.</p>                           | <p>AARP Medicare Supplement Plans—insured by UnitedHealthcare Insurance Company—help cover some of your medical expenses not paid by Medicare alone.</p> |
| <p>8. SUPER:<br/>Save Up To Thousands of Dollars*</p> <p>LEGAL: *Medicare Payment Advisory Commission (MedPAC). <i>A Data Book: Healthcare spending and the Medicare Program</i>, June 2008. <a href="http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf">http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf</a> (15 Jan, 2009) p. 63,65.</p> | <p>This could save you up to thousands of dollars.</p>   |

## TELEVISION SCRIPT

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great" REVISED   |
| CODES   |                               |
| LENGTH  | :60                           |
| DATE    | 6/30/09                       |

Page 4 of 5

| VIDEO   | AUDIO   |
|---|---|
| 9. CU of Man.<br><br>SUPER:<br>Virtually No Claim Forms<br>No Specialist Referrals<br><br>LEGAL:<br>Insured by UnitedHealthcare<br>Insurance Company, Horsham, PA<br>(UnitedHealthcare Insurance<br>Company of New York, Islandia,<br>NY for New York residents). <b>Not<br/>connected with or endorsed by the<br/>U.S. Government or the Federal<br/>Medicare Program.</b> Policy Form<br>No. GRP 79171 GPS-1 (G-36000-4). | <b>MAN:</b><br><br>Look, want to do away with almost all claim forms?<br><br>Like the sound of no referrals needed to see a specialist? |
| 10. CU [card]   | You get all that too.   |
| 11. SUPER: AARP Medicare<br>Supplement Insurance Plans<br><br>SUPER: Call For Free Kit & Guide<br>1-XX-XXX-XXXX<br>(TTY: XXX)<br><br>LEGAL: AARP does not<br>recommend health related products,<br>services, insurance or programs.<br>You are strongly encouraged to<br>evaluate your needs.   | <b>ANNCR:</b><br><br>Call now to get your free information kit and guide to<br>understanding Medicare.                                  |

## TELEVISION SCRIPT

|         |                               |
|---------|-------------------------------|
| CLIENT  | UnitedHealthcare              |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "This Card's Great" REVISED   |
| CODES   |                               |
| LENGTH  | :60                           |
| DATE    | 6/30/09                       |

Page 5 of 5

| VIDEO  | AUDIO   |
|--|---|
| <p>12. Spokesperson at the beach.<br/>[card]</p> <p><b>SUPER:</b><br/>AARP Medicare Supplement<br/>Insurance Plans</p>   | <p><b>MAN:</b></p> <p>Yep... this is one <u>great</u> card.</p>   |
| <p>13. Free Information Kit and Medicare<br/>Guide</p> <p>AARP Medicare Supplement<br/>Insurance Plans(logo)</p> <p><b>SUPER:</b> Call Now 1-XXX-XXX-<br/>XXXX</p> <p><b>Component Code:</b> TV266ST</p> | <p><b>AVO:</b> Call now, 1-XXX-XXX-XXXX for this free information kit<br/>and Medicare Guide. Call now.</p> |



## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare Group             |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | Cover Yourself REVISED             |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6/15/09                            |

Page 1

### VIDEO

### AUDIO

1. Open spot with graphic supers:

‘MEDICARE It doesn’t cover everything’

**SUPER:**

Call For Free Guide

1-XXX-XXX-XXXX

TTY #: XXX

(hold offer throughout)

**CODE:** TV267ST

2. ‘MEDICARE’ super drops down over the words ‘It doesn’t cover everything’

3. The word ‘EVERYTHING’ moves forward and slides past the camera until the type is gone.

4. Grey bar drops down revealing AARP Medicare Supplement Insurance Plans

Medicare...

It doesn’t cover everything.

And what it doesn’t cover can cost you some money.

That’s why you should consider

CODE: TV267ST

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare Group             |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | Cover Yourself REVISED             |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6/15/09                            |

Page 2

### VIDEO

### AUDIO

5. Logo grows larger.

LEGAL:

**This is a solicitation of insurance.**

**An agent may contact you.**

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

6. Previous scene is covered by grey bar emerging from bottom of screen with

SUPER:

Save Up To Thousands Of Dollars\*

LEGAL:

\*Medicare Payment Advisory Commission (MedPAC). *A Data Book: Healthcare spending and the Medicare Program*, June 2008.

[http://www.medpac.gov/documents/Jun08DataBook\\_Entire\\_report.pdf](http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf)  
(15 Jan, 2009) p. 63,65.

an AARP Medicare Supplement Insurance Plan insured by

UnitedHealthcare Insurance Company.

It can help pay some of what Medicare doesn't so you could save up to thousands of dollars in out of pocket expenses.

# TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare Group             |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | Cover Yourself REVISED             |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6/15/09                            |

Page 3

| VIDEO   | AUDIO   |
|---|---|
| <p>7. Previous scene moves left revealing brochure with</p> <p>SUPER:<br/>Free Information Kit and Medicare Guide</p> <p>LEGAL:<br/>In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p> | <p>Call now for this free information kit and Medicare guide.</p> <p>If you're turning 65 or you're already on Medicare</p> |
| <p>8. Cut to AARP Medicare Supplement Insurance Plans card. Card moves towards camera and to the right until almost off screen.</p>   | <p>you should know about this card- it's the only one of its kind</p>   |
| <p>9. Card moves off screen revealing new scene from left side of frame.</p> <p>LEGAL:<br/>Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). <b>Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.</b> Policy Form No. GRP 79171 GPS-1 (G-36000-4).</p>                       | <p>endorsed by AARP; see if it's right for you.</p>   |

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare Group             |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | Cover Yourself REVISED             |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6/15/09                            |

Page 4

| VIDEO  | AUDIO   |
|--|---|
| 10. Pan over stethoscope.<br><br>SUPER:<br>Keep Your Doctor<br><br>TTY #: XXX  | <b>Keep your own</b> doctor...  |
| 11. Camera pans to right.<br><br>SUPER:<br>Keep Your Hospital<br><br>TTY #: XXX  | <b>Keep your own</b> hospital...<br><br>That accepts Medicare.                  |
| 12. SUPER:<br>No Networks<br>No Referrals Needed   | There are no networks<br><br>and no referrals needed.                           |
| 13. 'Save thousands of dollars' fills<br>frame and slides past camera.   | Help protect yourself from some of what Medicare doesn't pay.                   |
| 14. Type reads 'Save Up To Thousands<br>Of Dollars'.<br><br>LEGAL:<br>The AARP Medicare Supplement<br>Insurance Plans carry the AARP<br>name and UnitedHealthcare pays a<br>fee to AARP and its affiliate for use<br>of the AARP trademark and other<br>services. Amounts paid are used for<br>the general purpose of AARP and its<br>members. Neither AARP nor its<br>affiliate is the insurer. | Save up to thousands of dollars on potential out of pocket expenses<br><br>with |

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                                    |
|---------|------------------------------------|
| CLIENT  | UnitedHealthcare Group             |
| PRODUCT | AARP Medicare Supplement Insurance |
| TITLE   | Cover Yourself REVISED             |
| CODE    |                                    |
| LENGTH  | :60                                |
| DATE    | 6/15/09                            |

Page 5

### VIDEO

### AUDIO

15. Grey bar drops down revealing AARP Medicare Supplement Insurance Plans logo.

an AARP Medicare Supplement Insurance Plan insured by UnitedHealthcare Insurance Company.

16. Logo flips revealing brochure.

**SUPER:**  
Free Information Kit  
and Medicare Guide

Call now, 1-XXX-XXX-XXXX for your free information kit,  
including this Medicare Guide and customized rate quote.

**LEGAL:**  
AARP does not recommend health  
related products, services, insurance  
or programs. You are strongly  
encouraged to evaluate your needs.

**CODE:** TV267ST

# TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/30/09 JM/MM                 |

Page 1

## VIDEO

## AUDIO

1. Open on shot at bowling alley. One of two ladies has just picked up a spare, as Jack high-fives her.

**Component Code:** TV268ST

2. Cut to freeze-frame on Jack.

3. Cut to Jack stepping up to line and concentrating on shot.

**SUPER:**  
Call for a free guide  
1-xxx-xxx-xxxx

(Phone number & offer will be on bottom of screen throughout the commercial)

4. Cut ball knocking down 8 pins leaving the 7-10 split and revealing super.

**SUPER:** Medicare Part B pays about 80%

**TTY:** XXX

**SFX:** Energetic music under throughout.

**ANNCR:** Meet Jack.

Recently turned 65. Glad he's now got Medicare on his side.

**ANNCR:** But Jack knows that Medicare doesn't take care of everything.

In fact, Part B only pays 80% of medical expenses.

CODE: TV268ST

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/30/09 JM/MM                 |

Page 2

### VIDEO

### AUDIO

5. Cut to ball return.

**SUPER:**

Show AARP Medicare Supplement Insurance card

Medicare Supplement Insurance

UnitedHealthcare Insurance Company (logo)

**LEGAL: This is a solicitation of insurance. An agent may contact you.**

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

So, he got himself an AARP Medicare Supplement Insurance

Plan—insured by UnitedHealthcare Insurance Company.

Yep, when it comes to Jack's health, it's all about team effort.

**FRIENDS:**

Hey pick it up! Come on Jack!

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/30/09 JM/MM                 |

Page 3

### VIDEO

### AUDIO

6. Cut to WS as Jack throws his second ball. Shot freezes on Jack in stride. Oversized AARP Medicare Supplement card featuring Jack's name appears.

SUPERS: Card with name  
Keep your own doctor who accepts Medicare

Stay on budget

**Legal:**

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4). **Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.** All plans may not be available in your state/area.

7. Cut to ball picking up 7-10 split and obliterates Super.

SUPER: Helps with some of the other 20%

**AVO:**

A Medicare supplement plan lets you keep your own doctor who accepts Medicare, helps you budget medical costs,

and it picks up some of that 20%—



## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/30/09 JM/MM                 |

Page 4

| VIDEO  | AUDIO  |
|--|--|
| <p>8. Cut to Jack getting high fives around.</p> <p><b>SUPER:</b> Save up to thousands of dollars*</p> <p><b>Legal:</b> *Medicare Payment Advisory Commission (MedPAC). <i>A Data Book: Healthcare spending and the Medicare Program</i>, June 2008.<br/>&lt;<a href="http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf">http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf</a>&gt;<br/>(15 Jan, 2009) p. 63, 65.</p> | <p>—potentially saving you up to thousands of dollars out of your own pocket. Smart choice.</p>  |
| <p>9. Show kit.</p> <p><b>SUPER:</b><br/>Call now for a free kit</p> <p><b>Legal:</b><br/>The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.</p>  | <p>If you're turning 65 or are 65 already, call now for this free information kit and guide to understanding Medicare, and learn more about an AARP Medicare Supplement Insurance Plan, the only plans exclusively endorsed by AARP.</p> |
| <p>10. Cut to overhead of ball return.</p> <p><b>SUPER:</b> Range of plans</p>   | <p>Choose from a range of plans to help meet your personal needs...</p>  |

**TELEVISION SCRIPT**

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/30/09 JM/MM                 |

Page 5

| VIDEO   | AUDIO   |
|---|---|
| 11. Hand comes in to take ball.<br><br>SUPER: Competitive prices  | and competitive pricing to help meet your budget.   |
| 12. Cut to Marcy chatting with some ladies. Camera freezes for supers. Oversized AARP Medicare Supplement Insurance card featuring Marcy's name appears.<br><br>SUPERS: Card with name<br>Helpful customer service<br>Accepted nationwide<br><br>AARP Medicare Supplement Insurance logo<br><br><b>Legal:</b> Based on XXXX<br>UnitedHealthcare Insurance Company Internal Data.<br><a href="https://www.aarphealthcare.com/statistics">https://www.aarphealthcare.com/statistics</a> | You'll receive helpful service you can count on and plans travel with you nationwide.<br><br>That's why no matter who you are, if you're on Medicare, you should consider an AARP Medicare Supplement Insurance Plan. |
| 13. Cut to Paul bowling.<br><br>SUPER: Oversized AARP Medicare Supplement Insurance featuring Paul's name appears.<br>No networks<br>No referrals to see a specialist<br><br><b>Legal:</b> AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.  | <b>AVO:</b><br><br>Get the winning feeling that comes from the name AARP, no networks, and no referrals to see a specialist.  |

# TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/30/09 JM/MM                 |

Page 6

| VIDEO  | AUDIO  |
|--|--|
| 14. Cut to group congratulating Paul.  |  |
| 15. Cut to Paul and shot of group.<br><br><b>Legal:</b> Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations. In some states, plans may be available to persons eligible for Medicare by reason of disability.   | So call now, see for yourself.   |
| 16. Cut to overhead shot of bowling alley. Feature three lanes for Supers.<br>SUPER:<br>Keep your own doctor or hospital<br>Help budget your costs<br>Save up to thousands of dollars  | <b>AVO:</b> If you want a plan that lets you<br><br>keep your own doctor or hospital,<br><br>helps you budget your medical costs,<br><br>and saves up to thousands of dollars out-of pocket, |
| 17. Cut to Jack picking up ball.<br><br>Shot of kit.<br><br>SUPER: Insured by<br>UnitedHealthcare Insurance<br>Company<br><br><b>Legal:</b> Based on XXXX<br>UnitedHealthcare Insurance<br>Company Internal Data.<br><a href="https://www.aarphealthcare.com/statistics">https://www.aarphealthcare.com/statistics</a> | do as Jack and millions of others have done: get an AARP<br><br>Medicare Supplement Insurance plan.  |
| 18. Cut to Jack bowling. Freeze frame.   | Because when it comes to Medicare,<br><br>it's easy to see Jack is on a roll.  |

**TELEVISION SCRIPT**

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :120                          |
| DATE    | 6/30/09 JM/MM                 |

Page 7

**VIDEO****AUDIO**

- |  |   |
|--|---|
| 19. Cut to kit.<br><br>SUPER:<br>Free Customized Quote<br><br>TTY: XXX<br><br>SUPER: AARP Medicare<br>Supplement Insurance (logo)                                | Call now and get your free information kit, guide to understanding<br><br>Medicare, and free customized quote.<br><br>AARP Medicare Supplement Insurance Plans.   |
| 20. SUPER:<br>Call for a free guide<br>1-XXX-XXX-XXXX<br><br>Show kit.<br><br>AARP Medicare Supplement<br>Insurance (logo)<br><br><b>Component Code:</b> TV268ST | AVO: Call now, 1-XXX-XXX-XXXX and find out about an<br><br>AARP Medicare Supplement Insurance Plan. We'll send you this<br><br>free guide to understanding Medicare, to help you choose the plan<br><br>that's right for you. Call now, 1-XXX-XXX-XXXX. |

# TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :60                           |
| DATE    | 6/30/09                       |

Page 1

## VIDEO

## AUDIO

1. Open on shot at bowling alley. One of two ladies has just picked up a spare, as Jack high-fives her.

**Component Code:** TV269ST

2. Cut to freeze-frame on Jack.

3. Cut to Jack stepping up to line and concentrating on shot.

SUPER:  
Call for a free guide  
1-XXX-XXX-XXXX

(Phone number & offer will be on bottom of screen throughout the commercial)

4. Cut to ball knocking down 8 pins leaving the 7-10 split and revealing super.

SUPER: Medicare Part B pays about 80%

TTY: XXX

CODE: TV269ST

**SFX:** Energetic music under throughout.

**ANNCR:** Meet Jack.

Recently turned 65. Glad he's now got Medicare on his side.

**ANNCR:** But Jack knows that Medicare Part B...

pays only 80% of medical expenses.

# TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :60                           |
| DATE    | 6/30/09                       |

Page 2

| VIDEO  | AUDIO   |
|--|---|
| <p>5. Cut to ball return.</p> <p>Show AARP Medicare Supplement Insurance card</p> <p>SUPER: UnitedHealthcare Insurance Company (logo)</p> <p><b>Legal: This is a solicitation of insurance. An agent may contact you.</b></p> <p>AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.</p> <p>Ball rolls out.</p> | <p>So, he got himself an AARP Medicare Supplement Insurance Plan—insured by UnitedHealthcare Insurance Company.</p>   |
| <p>6. Cut to Wide Screen as Jack throws his second ball.</p> <p>Shot freezes on Jack in stride.</p> <p>SUPERS: AARP Medicare Supplement Card with name</p> <p>SUPERS:<br/>Keep your own doctor who accepts Medicare<br/>Stay on budget</p>   | <p>A Medicare supplement plan lets you keep your own doctor who accepts Medicare, helps you budget medical costs,</p> |
| <p>7. Cut to ball picking up 7-10 split and obliterates Super.</p> <p>SUPER: Helps with some of the other 20%</p>  | <p>and it picks up some of that 20%—</p>  |

# TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :60                           |
| DATE    | 6/30/09                       |

Page 3

| VIDEO   | AUDIO   |
|---|---|
| <p>8. Cut to Jack getting high fives around.</p> <p><b>SUPER:</b> Save up to thousands of dollars*</p> <p><b>Legal:</b> *Medicare Payment Advisory Commission (MedPAC). <i>A Data Book: Healthcare spending and the Medicare Program</i>, June 2008.<br/>&lt;<a href="http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf">http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf</a>&gt; (15 Jan, 2009) p. 63, 65.</p>  | <p>—potentially saving you up to thousands of dollars out of your own pocket.</p>   |
| <p>9. Show kit.</p> <p><b>SUPER:</b><br/>Call now for a free kit.</p> <p><b>Legal:</b><br/>Insured by UnitedHealthcare InsuranceCompany, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4). <b>Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.</b> All plans may not be available in your state/area.</p> | <p>If you're turning 65 or are 65 already, call now for this free information kit and guide to understanding Medicare. Learn more about AARP Medicare Supplement Insurance...</p> |

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :60                           |
| DATE    | 6/30/09                       |

Page 4

| VIDEO   | AUDIO                                      |
|---|--|
| 10. Cut to overhead of ball return.<br><br>SUPER: Range of plans<br><br><b>Legal:</b> The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer. | and its range of coverage options,         |
| 11. Hand comes in to take ball.<br><br>SUPER: Competitive prices  | competitive pricing,                       |
| 12. Cut to Marcy chatting with some ladies. Camera freezes for supers. Oversized AARP Medicare Supplement card featuring Marcy<br>SUPERS: Card with name<br>Helpful customer service<br>Accepted nationwide   | and plans that travel with you nationwide. |



## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :60                           |
| DATE    | 6/30/09                       |

Page 5

### VIDEO

### AUDIO

13. Cut to Jack picking up ball.

SUPER: AARP Medicare  
Supplement Insurance (logo)

SUPER: Insured by  
UnitedHealthcare Insurance  
Company

**Legal:** Based on XXXX  
UnitedHealthcare Insurance  
Company Internal Data.  
<https://www.aarphealthcare.com/statistics>

AARP does not recommend health  
related products. You are strongly  
encouraged to evaluate your needs.

14. Cut to Jack bowling. Freeze frame.

**Legal:** Call to receive complete  
information including benefits,  
costs, eligibility requirements,  
exclusions and limitations. In some  
states, plans may be available to  
persons eligible for Medicare by  
reason of disability.

So call now, just like Jack and millions of others have done.

Because when it comes to Medicare,  
we should all be on a roll.

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

|         |                               |
|---------|-------------------------------|
| CLIENT  | AARP/UnitedHealth Group       |
| PRODUCT | Medicare Supplement Insurance |
| TITLE   | "Bowling Night"               |
| CODE    |                               |
| LENGTH  | :60                           |
| DATE    | 6/30/09                       |

Page 6

### VIDEO

### AUDIO

15. Cut to kit.

SUPER:  
Call for a free guide.

AARP Medicare Supplement  
Insurance (logo)

SUPER: TTY: XXX

**Component Code:** TV269ST

AVO:

CALL 1-XXX-XXX-XXXX NOW for your free information  
kit and guide to understanding Medicare. Call 1-XXX-XXX-  
XXXX now.

|                                 |  |                               |                 |
|---------------------------------|--|-------------------------------|-----------------|
| <i>SERFF Tracking Number:</i>   | <i>UHLC-126217238</i>                                      | <i>State:</i>                 | <i>Arkansas</i> |
| <i>Filing Company:</i>          | <i>UnitedHealthcare Insurance Company</i>                  | <i>State Tracking Number:</i> | <i>42838</i>    |
| <i>Company Tracking Number:</i> | <i>TV250</i>   |                               |                 |
| <i>TOI:</i>                     | <i>MS05G Group Medicare Supplement - Standard Sub-TOI:</i> | <i>MS05G.001 Plan A</i>       |                 |
|                                 | <i>Plans</i>   |                               |                 |
| <i>Product Name:</i>            | <i>Medicare Supplement</i>                                 |                               |                 |
| <i>Project Name/Number:</i>     | <i>DRTV Scripts/TV250</i>                                  |                               |                 |

## **Rate Information**

Rate data does NOT apply to filing.